

NAPA VALLEY
Mustard Festival

Photography Contest 2010



*Honorable Mention 2009 Napa Valley Mustard Festival Photography Contest
Steve Smart*

**Sponsored by
Rubicon Estate & Napa Valley Mustard Festival**



**Deadline
for entry is
March 20**

**Two
\$1,000
First Place
Awards**

**Two
\$500
Second Place
Awards**

**Two
\$250
Third Place
Awards**

Seventeenth Annual Photo Finish

The Napa Valley Mustard Festival's Grand Finale Event will feature the Photography Contest Exhibit and Sale of winning entries, People's Choice vote, announcement of winners, presentation of awards, Napa Valley cuisine, wine, music, and dancing.

**Saturday, March 27 • 7 p.m.
Rubicon Estate • Rutherford, CA**

Special Photo Finish ticket price for photographers: \$70.

(Limited to two tickets per photographer – special price ticket must be purchased with entry submittal.)

No refunds on purchased tickets. Winners will receive one complimentary ticket. Tickets at \$95 in advance can be purchased online at mustardfestival.org, by telephone (707.938.1133) or can be purchased during regular business hours at Antique Fair, Yountville; Art on Main, St. Helena; and Embassy Suites® Napa Valley, Napa. \$125 at the door.

**Photography Contest Exhibit
March 28 - May 1, 2010 at Rubicon Estate**

To Enter

Subject & Criteria

Mustard in bloom photographed in Napa County during 2006 – 2010 mustard seasons, from approximately January through mid-March. Photographs may not have been previously entered in Napa Valley Mustard Festival Photography Contests.

Digital, Film & Paper

Photographer's choice

Categories

Traditional/Digital

Innovative

Any single entry may be submitted in one main category. **Limit one photograph in each category - two photos total per photographer.**

TRADITIONAL/DIGITAL: Enlargements made from film with no alterations outside of the camera and/or darkroom, or photo created with a digital camera or scanned film. Limited editing, manipulation, superimposition and perspective.

INNOVATIVE: Highly imaginative & creative work.

Black & White and color acceptable in both categories.

Entry Fee

\$40 per entry, payable to Napa Valley Mustard Festival. Limit of two photographs per photographer.

Size

Up to 24" x 24", outside dimensions, including mat and frame. Minor variations in size will be accepted. Panorama dimensions may vary with a total surface size of up to approximately four square feet.

Format

Square, vertical, or horizontal.

Mat

Mat maximum width allowable 2" each side. No double mats, must be white, **no exceptions**, except Innovative. (Entries not meeting these guidelines will be hung at the discretion of the judges, but not judged.) Mats in the Innovative category can carry through a theme if desired.

Frame

Silver metal **must have** glass or Plexiglas; **no bold colors, no wood - no exceptions** except in Innovative category. **Must** be wired, with 3" drop, ready to hang (when piece is hung on nail, the nail is 3" below the top). Please use a sturdy, high quality wire. If the frame comes apart during the hanging, the entry will be disqualified. The Festival is not responsible for broken glass from a frame or wire that fails

Pricing

Please price photographs at a reasonable selling price. (Excessively priced photographs usually do not sell). For example: 8x10 photo in 11x14 frame around \$100; 11x14 photo in 16x20 frame around \$200; closer to 24x24 up to \$300 or more. Photographers will receive one-half the sale price (if sold). Photographs will remain on sale throughout the exhibit. Photography sales are important and help enable Napa Valley Mustard Festival to award photography contest prize money, produce The Photo Finish and other Napa Valley Mustard Festival events, and support the fundraising endeavors of numerous non-profit organizations.

Deadline for Submittal

Friday, March 19 or Saturday, March 20 ONLY

Deliver To

Rubicon Estate, 1991 St. Helena Highway, Rutherford, CA, noon to 5 pm.
Friday, March 19 or noon to 5 pm. Saturday, March 20. No early entries taken at Rubicon Estate. Photographers are responsible for removal of their packing materials from the winery.

Entry Form

Type or write legibly

- Name of photographer
- Mailing address (with city & zip code) and telephone number with area code
- Approximate location and date photograph was taken
- Digital or type of film
- Category
- Title
- Price (photographer to receive one-half of the sale price)

Attach one copy to the back of entry and bring two more copies.

Submit with Entry

- CD of entry for publicity and advertising for publicity and advertising. Please put CD in case or CD envelope.
- All non-winning entries may pick-up CD's or slides when picking up unsold photos.
- Two clean, legible copies of entry form – one copy will be your receipt.
- For CD, please name each file on CD with corresponding title of entry – only one CD necessary with all entries on it.

Pick Up & Return

Photographs are to be picked up at Rubicon Estate on Friday, May 2 or Saturday, May 3 between 1 and 4 pm. No early or late pick-ups. Photographs not picked up by May 3 will be donated to a non-profit of the Festival's choice.

Right of Use

Napa Valley Mustard Festival retains the right to unlimited use of winning entries for Napa Valley Mustard Festival publicity and advertising. Winning photographers relinquish any right to royalties or any form of reimbursement other than contest awards from Napa Valley Mustard Festival. Photographers retain copyright of their works. The Napa Valley Mustard Festival cannot guarantee the quality or appearance of your photo on digital media, or in print. Credit will be given when possible, but is not guaranteed.

ARE YOU READY FOR PHOTO DROP-OFF?

Deliver to Rubicon Estate,
MARCH 19 or 20 ONLY.

- Photo is framed and wired with a 3" drop from top of frame.
- One completely filled out entry (including titles and categories) form is taped to the back of each framed photo.
- Two copies of entry form (one for our records; one is your receipt)
- One CD with either one image or up to the maximum of six images with files named with corresponding titles of images.
- Already filled out: check for \$40 per entry (example: 2 entries equals \$80); separate check for tickets to THE PHOTO FINISH.

Please make checks payable to:
Napa Valley Mustard Festival

Please remove all packaging materials from Rubicon Estate.

Thank you for adhering to these guidelines. It will speed the process considerably!

Awards

Winners will be announced at The Photo Finish at approximately 9 pm.

	First Place	Second Place	Third Place
Traditional/Digital	\$1,000	\$500	\$250
Innovative	\$1,000	\$500	\$250

People's Choice

A mixed case or more of wines represented at The Photo Finish.

Judges

Mary Street Alinder, author and chief assistant to Ansel Adams in his late years.

James G. Alinder, art professor, author, and executive director of The Friends of Photography in the 1980's, proprietor of the Alinder Gallery in Gualala.

Charles O'Rear, award-winning photographer known for his National Geographic features and his books: Napa Valley, Wine Country, Cabernet, and Chardonnay.

Jim O'Shea, Director of Hospitality, Sterling Vineyards & Winery, founder of the Photography Contest, curator and director of the Mumm Napa photography gallery



*Silverado Trail 2009
Wolfgang Dietrich*



*Honorable Mention Digital 2009
Ray Marcus*



*Honorable Mention Innovative 2009
Stephan Dietrich*



*First Place Digital 2009
Robert Johnson*



*First Place Innovative 2009
Glenn Fidler*

For Napa Valley Mustard Festival invitations, tickets, posters, and special mid-week offers call 707.938.1133, or visit mustardfestival.org



*Honorable Mention Innovative 2009
Kirby Garrett*

NAPA VALLEY
Mustard Festival

2010 Photography Contest Entry Form

Name _____ E-mail _____

Shipping Address _____

Mailing address _____

Home telephone _____ Business or message telephone _____

Category - check one Traditional/Digital Innovative

Approximate location & date photo was taken _____

Title of entry _____ Retail Price _____

(photographers will receive one half of the sale price, if sold)

I have reviewed the NVMF Photography Contest guidelines, and agree to enter the contest as outlined. I agree to enter at my own risk, and do not hold the NVMF, Rubicon Estate, NVMF sponsors or coordinators responsible in the event of damage or theft. I authorize the NVMF to use my photograph for promotion and advertising.

Signature _____ Date _____

- for office use only -

Received by: _____ Date received: _____ Total # of entries: _____

Entry fee: \$40 per entry ___ cash ___ check # _____ \$ _____

Date returned _____ Total number of entries returned _____ # _____ ticket @ \$70 _____

SALES INFORMATION

Date sold _____

Price \$ _____ cash ___ check ___ credit card # _____ exp _____

Purchaser _____

Address _____

Telephone _____

Attach one copy of this form to the back of your entry, bring two copies of this form when you submit your entry.

Call NVMF coordinator Summers-McCann, Inc. 707.938.1133 for further information.